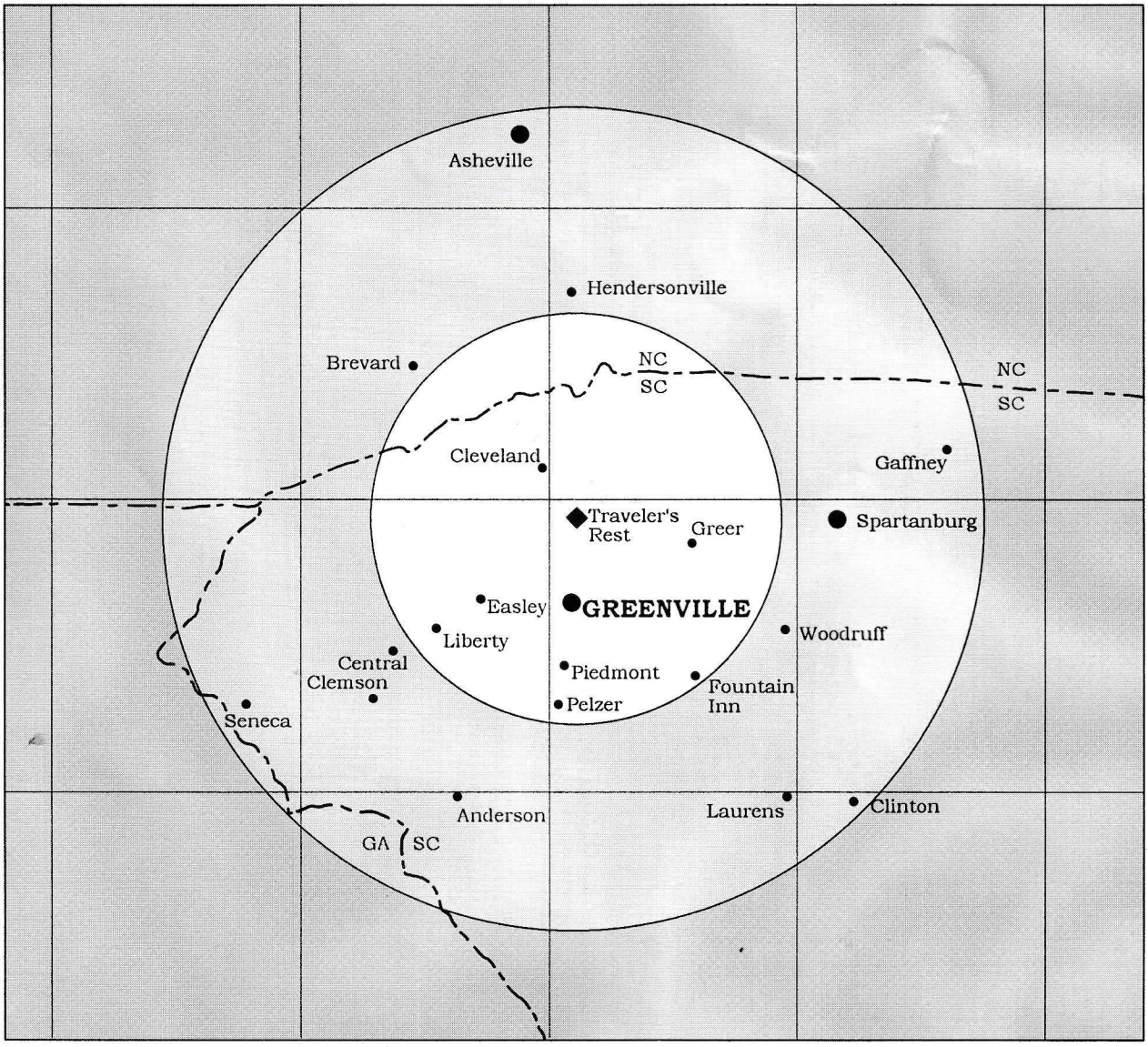
CNN Headline NEWS

NewsRadio AM 1580

WDAB-AM, TRAVELER'S REST, SC, 1580 KHZ, 5 KW
SERVICE AREA AS DEFINED BY SIGNAL CONTOUR AT 0.5 mV/m AND 0.1 mV/m



NEWS RADIO FOR THE GREENVILLE, SOUTH CAROLINA, METROPOLITAN AREA

WDAB-AM, P. O. BOX 25276, GREENVILLE SC 29616 • (803) 281-0611 • FAX: 458-7668

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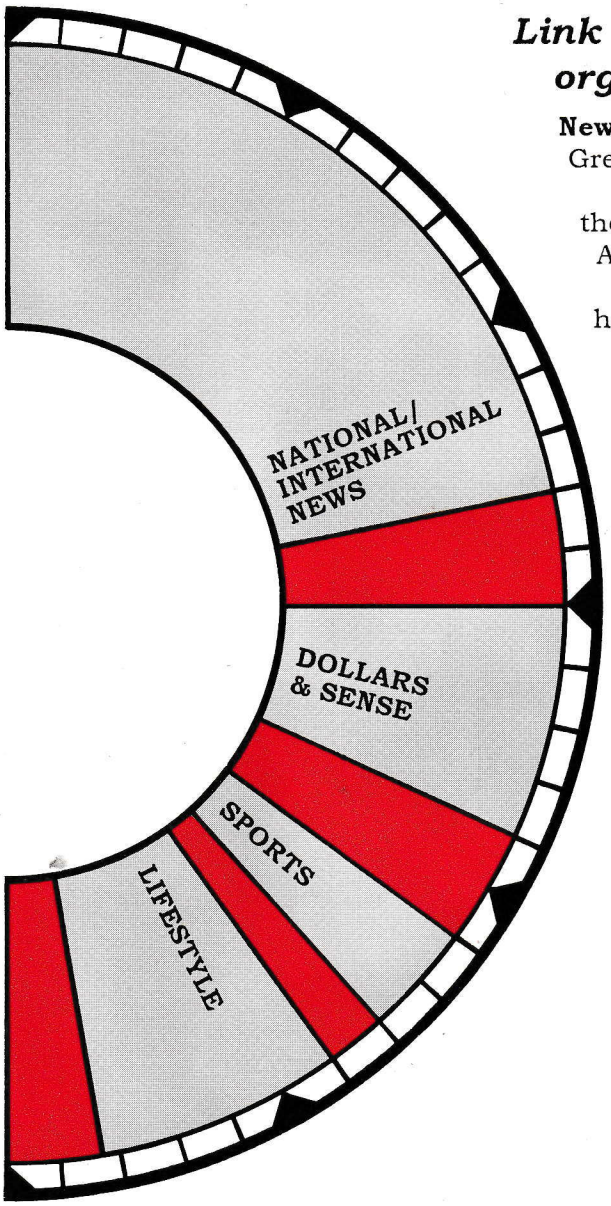

Link up with the most respected news organization in the world today . . .

NewsRadio AM 1580 delivers CNN Headline News to Greenville listeners in the car, on the job, *whenever* and *wherever* they want it--continuous access to the news source rated highest in audience surveys. A trademark half-hour format provides advertisers maximum flexibility in reaching an audience of highly motivated, information-hungry consumers. *Please refer to accompanying information for rate schedules and special sponsor packages.*

HALF-HOUR FORMAT

- **National/International News** (13 minutes)
  Breaking stories from around the country and around the world, twice every hour.
- **COMMERCIAL BREAK**
- **Dollars & Sense** (4 minutes)
  The latest from Wall Street, plus economic news and money management tips.
- **COMMERCIAL BREAK**
- **Sports Update** (2 minutes)
  Scores, profiles and analysis of professional and amateur athletic events.
- **COMMERCIAL BREAK**
- **Lifestyle** (4.25 minutes)
  Features, how-tos, consumer tips and more on life in the nineties.
- **COMMERCIAL BREAK**

Schedule repeats throughout the day, on the hour and half-hour. Sixty-second and thirty-second spots available during breaks as indicated; extra charge for guaranteed position within the format.

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Why radio?

The profile of the average consumer is changing in Greenville, as it is everywhere else. People these days are in more of a hurry, they're demanding pre-packaged, convenience-oriented products that save time, but don't sacrifice quality. The news and information consumer has similar concerns--a need to be well-informed, but precious little time to spare from other commitments.

That's where radio comes in, enjoying a renewed popularity because it's the one medium that's always there, *when* and *where* you want it--it's free--and even more to the point, you don't have to stop what you're doing to tune in.

Why news radio?

The growing trend for information on demand has at its forefront the most well-educated, the most affluent, the most concerned portion of the population. That means excellent demographics for news radio--an audience of interested consumers predisposed to pay attention to *your* message. People who tune to news radio aren't looking for the latest Top Ten hit, or for help with their personal problems--they're in a mood to be informed, and your message fits seamlessly into that context.

Why NewsRadio AM 1580?

Remember the Gulf War? The whole world, it seemed, was tuned to CNN. If you had to leave the house for some reason, remember how you turned on the car radio hoping for an update? You were lucky if you found one of the "talk networks" that had decided to pre-empt its agenda of partisan politics/new age psychotherapy to let you know what was going on.

What if you could have tuned instead to the same news service you had been watching at home--the direct satellite feed *right there* in your car? Well, it's long overdue, but it's finally here in Greenville: all news, all day, every day, at **1580** on your AM dial.

Yes! CNN Headline NEWS only on NewsRadio AM 1580.

If you have cable, you're already familiar with the format: the latest news from around the world; business and financial reports; sports updates and timely features, *every half hour* on a schedule you can set your watch by.

It's an unbeatable combination: the most respected news organization in the world; an interested, motivated listening audience; and the local station that can bring *both* to you at very attractive rates. . .

Take a news break with NewsRadio AM 1580!

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